



ANNUAL PLANNING RETREAT

JULY 27, 2016

Brought to you by:



Akerman

Welcome

NEISEN KASDEN

Office Managing Partner, Akerman

Why We Are Here



MIAMI-DADE COMMISSIONER DENNIS C. MOSS

Chairman, Neat Streets Miami

What is Neat Streets Miami?

- ❑ Multi-jurisdictional Board (37 organizations represented)
- ❑ Dedicated to the maintenance and beautification of Transportation Corridors, Gateways and Connections
- ❑ Founded in 2002
- ❑ World-Class Image
 - ❑ More beautiful environment
 - ❑ Less litter: Adopt a Road
 - ❑ Healthier communities
 - ❑ More sustainable
 - ❑ More tourists
- ❑ Million Trees Miami
- ❑ Complete Streets/Safer People, Safer Streets

Introductory Exercise

“The Three Characteristics I have in
Common with Neat Streets Miami”

Overview of the Day

Intended Outcomes:

A 2017 Workplan that **Leverages** our
Resources and **Advances** Neat Streets
Miami's Mission and Goals

A Tool To Help Us **Measure** Our
Accomplishments

Member Roles and Responsibilities

- ❑ Be Present
- ❑ Be Open/ Honest
- ❑ Allow all Members to Speak
- ❑ Have Fun!

Member Feedback

PATRICE GILLESPIE SMITH

Manager, Neat Streets Miami

Vision: A world-class community through beautiful, well maintained transportation corridors, gateways and connections.

World-Class Community

Increase beautification and maintenance funding

- Select 3 priority Gateways
- Offer grant training
- Bolster enforcement
- Leverage Complete Streets
- Use media to reinforce value
- Conduct Sparkle Tours

30% Tree Canopy

Elevate Million Trees Miami

- Secure an MTM Champion
- Align partners and resources
- Complete Tree GIS Layer
- Tie trees into infrastructure planning and construction

Productive Partnerships

Create Ambassadors

- Use member resources to promote NSM
- Create interactive Website
- Educate community
- Connect with schools
- P3



near
streets
MIAMI



What ... Is Neat Streets Miami's most Important Role?

“Providing a forum where diversified professionals can share their plans and passion for the beautification and betterment of the our community and thereby provide guidance and direction toward that goal.”

“Be the catalyst organization to drive and promote the maintenance and beautification of transportation gateways, corridors and connections.”

What Makes NSM Unique?



What Makes NSM Unique?

“It's a diverse urban design "THINK TANK" bringing together a diverse group of minds with an array of talent and vision to improve, enhance and beautify the community and its streetscape.”

“We get things done.”

Greatest Opportunity to Get Word Out about NSM:

**“Continue to invite a broad group
of top speakers to meetings.”**

**“Increasing communication with
individual communities.”**

What are the 3-5 words to describe NSM?



What are the 3-5 words to describe NSM?

“Committed, Innovative and Educational”

“Partnerships, Beautification and creating livable communities.”

Anything Else?



Anything Else?

“Continue to stay focus on improving the quality of life for the residents and visitors throughout Miami Dade County”

Let's keep going.

Committee Highlights

Rick Johnson: Tree/Landscape
Miami-Dade Expressway Authority

Dr. Claudius Carnegie: Transp. Corridors
Citizens Transportation Advisory Committee

Lina Blanco: Marketing
City of Miami

2016 Highlights: Tree/Landscape Committee

- ❑ Additional Funding for Trees
- ❑ Finished Urban Tree Canopy Study
- ❑ Launched Street Tree Matching Grants: Funded 10 communities
- ❑ Secured grants for planting trees
- ❑ Great Park Summit: Speakers
- ❑ Water and Sewer Department Pump Station
- ❑ Tree Trust Fund legislation
- ❑ Haulover Highway Beautification Grant
- ❑ WIZO Forest

Crown Canopy Leadership Award Winner: South Miami Vice Mayor Robert “Bob” Welsh



WIZO Forest At Haulover



Awards – Get Your Application In Now



Inviting Gateway Award Nomination

Nominate your Beautification Advocate and your Favorite Gateway Here

Neat Streets Miami is seeking examples of leadership in beautification, gateways and maintenance. Please fill out the following nomination form for both the Beautification Leadership Award and the Inviting Gateway Award by April 1 and the winners will be recognized at the Miami-Dade Great Park Summit on April 15. If you would like to send images to accompany your nomination, please use the WeTransfer link below and this email address greenup@miamidade.gov (not to exceed 2GB please).

WeTransfer Link

<https://www.wetransfer.com/>

* Required

Please list an organization or jurisdiction that has created a signature gateway that conveys Miami-Dade's world class image. *

Please list the name and the location of this gateway. Additionally, please list the symbolism of this gateway to your community *

Who designed this gateway/ How was the gateway designed? *

Casey Trees



TreesCharlotte



New York Restoration Project







A1A Highway Beautification Grant



1. HALLOVER PARK - MEDIAN LANDSCAPE BEAUTIFICATION

PROPOSED LANDSCAPE LIST			
SYMBOL	CODE	BOTANICAL NAME	COMMON NAME
		SHRUBS AND PERENNIALS	
	10	PROPOSED SPECIES	PROPOSED SPECIES
	20	PROPOSED SPECIES	PROPOSED SPECIES

PLANT PALETTE



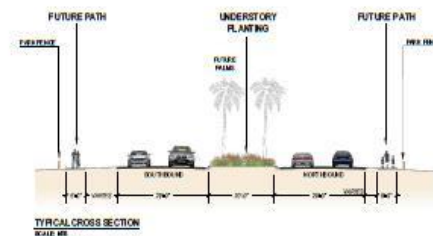
PROPOSED SPECIES - PURPLE FLOWERS



PROPOSED SPECIES - TALL GRASSES

PROJECT SCOPE - PHASE I

- EXISTING PLANTING IN THE MEDIAN TO BE REMOVED AND REPLACED WITH THE PROPOSED SPECIES
- NEW PLANTING TO BE INSTALLED IN THE MEDIAN TO BE REMOVED



Earth Day 2016: Pine Lake Elementary



Public Space Challenge: Growing Green Bus Stops



- Neat Streets Submission: ideas.ourmiami.org/place/453676
- Canopy trees & stenciled haikus on sidewalks in front of bus benches in Commissioner Zapata's District 11.
- Canopy trees will beautify corridors, create cooler temperatures and protect bus riders from the elements.
- Haiku stencils will create a "fun" bond with residents on their journeys around town

2016 Highlights:

Transportation Corridors and Gateways

- Safer People, Safer Streets Initiative
- Street Smarts Grant
- Gabe Klein/Public Officials Breakfast
- I-395 Gateway Improvements
- SW 3rd Street Improvements
- Pre-Art Basel Tour
- Kirk Munroe Sign
- Gateway and Maintenance Awards
- Vizcaya Fountain improvements
- Secured all three transportation directors for NSM Board
- Complete Streets Guidelines Grant from CDC

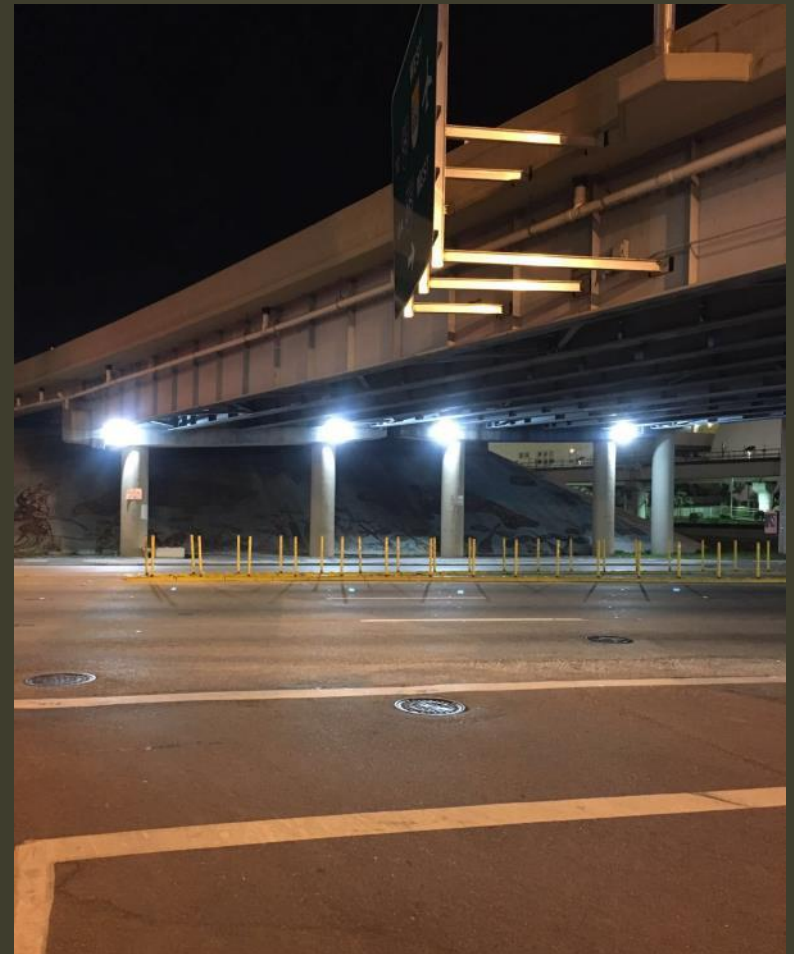
Pre-Art Basel Tour



Pre-Art Basel Tour



I-395 Improvements



I-395 Improvements



SW 3rd Street Improvements



Corridor Maintenance Showcase Award Winner: Miami Shores Village



Grand Concourse between 96th Street and 2nd Avenue



Inviting Gateway Winner: City of North Miami Beach

State Road 826 between Intracoastal
Waterway Drawbridge and NE 35th Avenue



NE 19th Avenue between NE 169th Street
and NE 171st Street



Street Smarts Grant with Miami Gardens

THE MIAMI GARDENS EXPRESS PRESENTS

WALK & ROLL

COMBINING PUBLIC TRANSPORTATION & LIVING HEALTHY!

DID YOU KNOW?

 A 20-minute walk or 2,000 steps = 1 MILE.

- Walking an extra 20 minutes each day will burn off 7 pounds of body fat per year.
- On average, every minute of walking can extend your life by 1.5 to 2 minutes.
- Brisk walking helps **REDUCE BODY FAT** and **LOWER BLOOD PRESSURE**.

 3 hours of cycling per week **reduces** the risk of heart disease and stroke by 50%.

- Biking increases stamina and gives you a boost of energy.
- You should always wear a bicycle **HELMET** no matter how short the ride is.
- Biking **increases** your metabolism, even after the ride is over.

 Using public transportation **SAVES** you money.

- Individuals who use public transportation get over three times the amount of physical activity per day of those who don't.
- Public transportation provides equal access... access to jobs, local stores, and to family and friends!

Make better choices for a healthier life!

 MIAMI GARDENS EXPRESS
miamigardens-ft.gov/publicworks

 live healthy
livehealthymiamigardens.com

 CITY OF MIAMI

 neat streets MIAMI

 COMPLETE STREETS

 The Miami Foundation
For A Greater Miami

 MIAMI-DADE COUNTY



2016 Highlights: Marketing Committee

- Partnership with WHEELS
- Social media training and presence
- Purchased Neat Streets Miami Website
- Broadened Participation to Private Sector: Underline, the Y, Beacon Council
- Enhanced Representation of Miami Beach
- Million Trees Miami coverage

Social Media Growth

neat
streets
MIAMI Neat Streets Miami
@NeatStreetsMIA

@DennisCMoss introduced @miamidadempo item to clean up state highways to improve safety. #saferstreets



RETWEETS 2 LIKES 4

NSM = 296 followers

neat
streets
MIAMI

MTM = 224 followers

MillionTreesMIA
@MillionTreesMIA

A7: Planting trees with @BACARDI and @AmericanForests at Amelia Earhart Park! @MiamiDadeParks @NRPA_news #SuperJuly



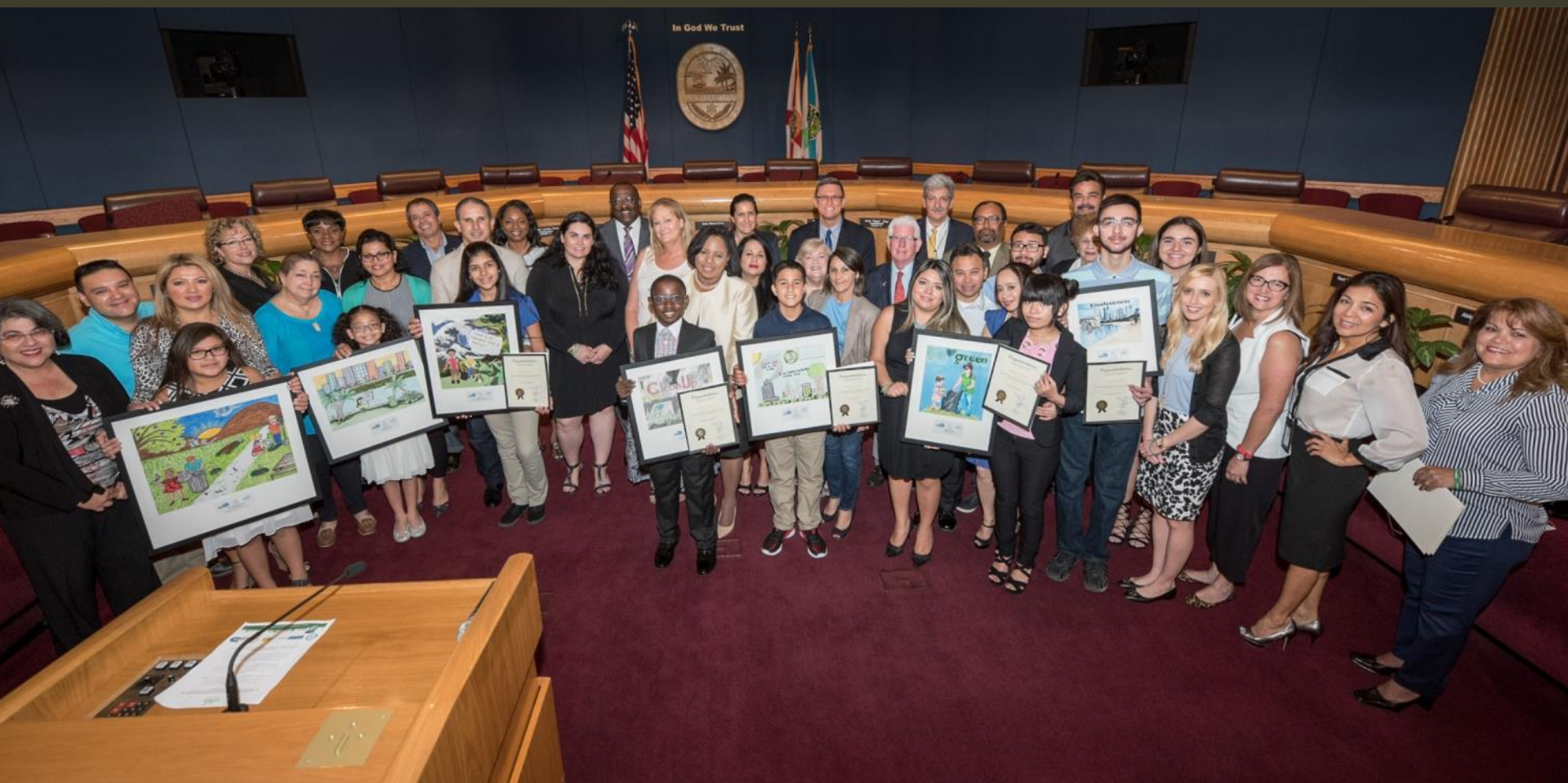
RETWEETS 4 LIKES 10

1:59 PM - 14 Jul 2016

4 10

Poster Judging





2016 Year In Progress

2015/2016 Neat Streets Miami Dashboard Report

	Goal	Q1	Q2	Q3	Q4	Total	Status	Committee
Increase Beautification and Maintenance Resources								
Clean-ups	5	2	2			4	80%	TGC
New Gateway Enhancements	3	1	1			2	66%	TGC
Resources Secured for Gateway Improvements	\$250,000	\$167,000		\$150,000		\$317,000	67%	TGC
Completed SPSS Action Plan	1		1			1	100%	TGC
Action Plan Implementation Legislation	1				1		100%	TGC
Adopt A Road Partnerships	8	2	0	1		3	38%	T&L
Sparkle Tours	12	3	3	3		9	75%	T&L
Elevate Million Trees Miami								
Funds-raised	\$500,000	\$673,000		\$27,000		\$700,000	100%	T&L
Champion Secured	1					0	0%	T&L
Benchmarking trip	1		1			1	100%	T&L
UTC Study Complete	1		1			1	100%	T&L
Tree Trust Legislation	1			1			0%	T&L
# of Tree Plantings	6	2		1		3	50%	T&L
Corporate Partnerships	6	2	2	2		6	100%	T&L
# of Street Tree Matching Grant Applications	10			26		26	100%	T&L
Trees Planted	30,000	27,044		3801		30845	100%	T&L
Create Ambassadors								
Number of social media followers	1000	160	200	140		500	100%	Mktg
Number of new board members	5	2	2	2		6	100%	Mktg
# of Educational Opportunities	6	3	3	2		8	100%	Mktg
# of Partnerships with Schools	6	2	1	1		4	66%	Mktg
# of Promotions	6	2	2	2		6	100%	Mktg

Adopt-a-Road Opportunities

JENNIFER KORTH LLORENTE

Special Projects Administrator, Neat Streets Miami

Why Adopt-a-Road?



- ❑ It's a free & easy way for organizations to help beautify their communities
- ❑ Reduces trash and litter along County roads
- ❑ Helps keep our ground water clean and ultimately, Biscayne Bay
- ❑ Builds community pride by maintaining a clean and attractive environment
- ❑ Creates an organizational brand connection with the beautification of our community, civic responsibility and environmental stewardship
- ❑ Educates public about litter prevention

Program Overview

Volunteer Commitment

- ❑ Sign agreement to “Adopt” a one-mile segment of a County road
- ❑ Remove litter at least 4 times a year
- ❑ Follow County safety measures
- ❑ Dedicate two years to the program

Miami-Dade Commitment

- ❑ Assign roadways based on availability.
- ❑ Provide volunteers with vests, gloves and garbage bags
- ❑ Remove all filled litter bags promptly after each organized clean-up, if notified prior.
- ❑ Provide promotions for organization

Promotional Perks

- ❑ Name of group will be publicized on a Adopt-a-Road sign next to selected segment (if funding available)
- ❑ Certificate of participation to display at their place of business.
- ❑ “Widget” to put on their website



Adopt-a-Road Map

- www.neatstreetsmiami.com
- <http://mdc.maps.arcgis.com/apps/webappviewer/index.html?id=008ed3ae96d242898e5a71c2c4e1b4a8>

Goals for 2017

- 10 new Adopt-a-Road organizations per quarter
- Neat Streets Board - ambassadors of the program
 - 3 recommendations
- Questions?



BREAK

Creating Something From Nothing

Ron Finley:

A guerilla gardener in South Central LA

TED2013 • 10:45 • Filmed Feb 2013

34 subtitle languages

View interactive transcript


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2,730,840 Total views

Ron Finley plants vegetable gardens in South Central LA — in abandoned lots, traffic medians, along the curbs. Why? For fun, for defiance, for beauty and to offer some alternative to fast food in a community where "the drive-thrus are killing more people than the drive-bys."

Interactive transcript

 **Ron Finley**
Gardener

Ron Finley grows a nourishing food culture in South Central LA's food desert by planting the seeds and tools for healthy eating. [Full bio](#)

Playlists to watch

[https://www.ted.com/talks/ron finley a guerilla gardener in south central la?language=en](https://www.ted.com/talks/ron_finley_a_guerilla_gardener_in_south_central_la?language=en)

Can We Do This? Yes We Can!

Interactive Exercise:

- ☐ Committee Charges
- ☐ Committee Report Outs

The Purpose of the Tree/Landscape Committee is _____ So That _____

- The Strategies we will pursue to accomplish this are:
- The resources we can bring to the table are:

Tree/Landscape Committee

#	Tree Committee	Action Items
1	Identify a Million Trees Miami Champion	Working with David Lawrence
2	Align Partners and Resources	Mayor announcing \$500,000 for more trees
	Use NSM Board members to promote: i.e., MIA, Port, MDT	Create central repository for tree events
3	Finish Urban Tree Canopy Layer	Complete
4	Tie trees into Infrastructure	
	Create a value proposition for the inclusion of trees	WASD Pump Station
	Meet with key departments to ask to incorporate trees into projects	
5	Educate Community	Discussed partnership with MD Public School District
	Tree Grant program	Launched Street Tree Grant

The Purpose of the Transportation Corridors and Gateways Committee is_____ So That_____

- The Strategies we will pursue to accomplish this are:

- The resources we can bring to the table are:

Transportation Corridors and Gateways

#	Transportation Corridors and Gateways	Action Item
1	Prioritize Gateway Improvements	I-395
	Identify upcoming projects	US 1 (along the corridor)
		SW 3 rd Street
2	Explore express lane revenue for landscape	
	Understand where 1.5% is going next year	
	SFRTA/AAF investments?	
3	Encourage P3s	
4	Leverage Complete Streets	Implement Mayor's USDOT Challenge
		Local Action Team
5	Conduct Sparkle Tours	
	Partner with all parties that can influence the road	RER, Private sector, FDOT, GMCVB

The Purpose of the Marketing Committee is_____ So That_____

- The Strategies we will pursue to accomplish this are:

- The resources we can bring to the table are:

Marketing Committee

#	Marketing Committee	Action Items
1	Use member resources to promote NSM	Explore online cross promotions
	Municipal Websites, MIA, SeaPort, etc.	
	Speakers Bureau	
	Engage the private sector	Complete
2	Create interactive Website/Social Media campaign	
	Purchase neatstreetsmiami.com	Complete
	GMCVB offer training on social media	Complete
3	Educate community	
	Water bill, paychecks, govt. buildings,	
	Engage MB	Complete
	Publish two articles about Trees/NSM	Complete
	Press releases/block copy	Complete
4	Build relationship with schools	
	Use contest as the beginning of a longer- term partnership with the School District	In progress
	Create a tree planting curriculum	
5	Leverage events	
	Tree planting events	
	Joint poster/video contest	Complete
	Pre Event Tours	Complete
	Big bus tour?	

LUNCH

NSM BOARD MEETING

Keep MB Clean And Fit Campaign

HONORABLE MICHAEL GRIECO

Commissioner, Miami Beach

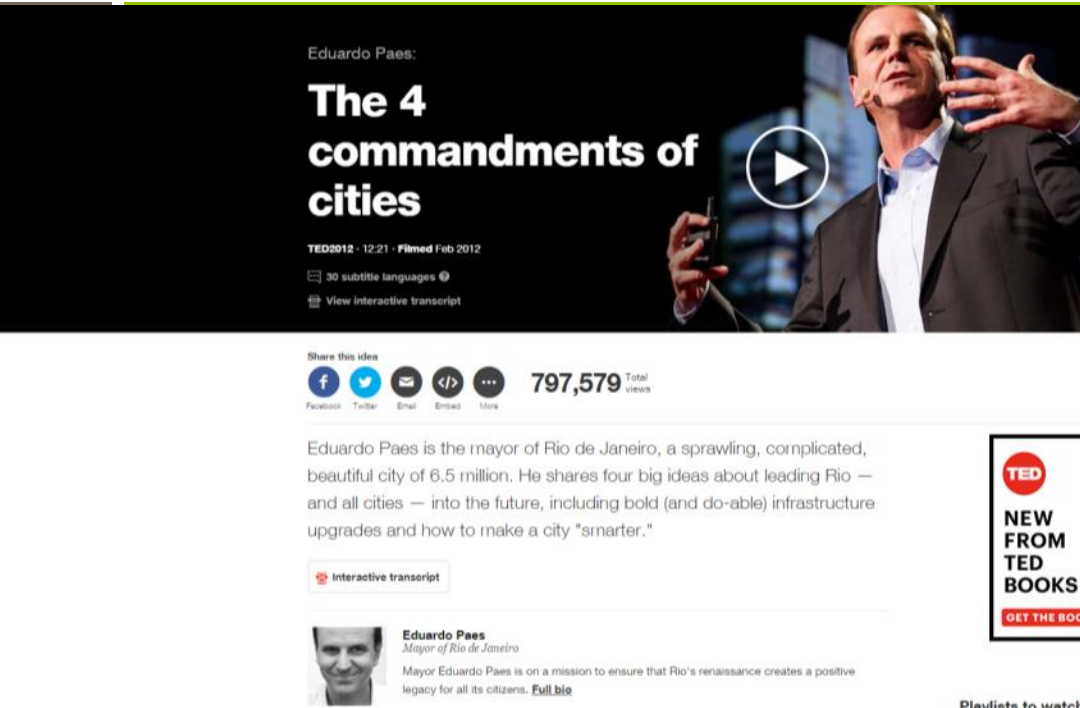
ELIZABETH WHEATON

Director of Sustainability, Miami Beach

TONYA DANIELS

Director of Marketing and Communications

Setting Goals



Eduardo Paes:

The 4 commandments of cities

TED2012 · 12:21 · Filmed Feb 2012

30 subtitle languages

View interactive transcript

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797,579 Total views

Eduardo Paes is the mayor of Rio de Janeiro, a sprawling, complicated, beautiful city of 6.5 million. He shares four big ideas about leading Rio — and all cities — into the future, including bold (and do-able) infrastructure upgrades and how to make a city "smarter."

Interactive transcript

Eduardo Paes
Mayor of Rio de Janeiro

Mayor Eduardo Paes is on a mission to ensure that Rio's renaissance creates a positive legacy for all its citizens. [Full bio](#)

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Playlists to watch

https://www.ted.com/talks/eduardo_paes_the_4_commandments_of_cities

Defining Success

How Do We know if Neat Streets Miami Succeeds?

Developing and Tracking Measures

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Prioritizing our 2017 Actions

Interactive Exercise
3 Committee strips

1 Hot Pink Strip (highest priority)

What's Next?

- ▣ **Compile Results**
- ▣ **Develop/modify Dashboard Report**
- ▣ **List Committee Strategies**
- ▣ **Execute Implementation Tactics**

Conclusion

THANK YOU!

